MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

DBS 5644 – FUNDAMENTALS OF MARKETING

(All sections / Groups)

23 OCTOBER 2019
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 9 pages with 2 sections.
2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.
3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (30 Marks)

1. Anjana buys goods and services for her personal consumption. This shows that Anjana makes up the _____.

   A. subculture
   B. market mix
   C. market offering
   D. consumer market

2. Marketing and other stimuli enter the consumer's "black box" and produce certain responses. Marketing stimuli consist of the four Ps. Which of the following is **NOT** one of these?

   A. Price.
   B. Product.
   C. Packaging.
   D. Promotion.

3. Jamal owns a shoe manufacturing company. He uses advertisements featuring the members of the country music band with the hope that the band's fans will see them wearing the company's shoes and hence purchase the same brand of shoes. Based on the given scenario, the shoe company believes that the band portrays the image of a _____ to the band's fans.

   A. subculture
   B. status symbol
   C. reference group
   D. membership group

4. Mei Ling operates a clothing manufacturing company. She uses brand ambassador for marketing her products. She is most likely involved in _____ marketing.

   A. buzz
   B. spam
   C. ambush
   D. database

5. Ranjit thought he had received the best deal on his new car. Shortly after buying the car, Ranjit started to notice certain disadvantages of his new car as he learned more about other cars available in the market. Ranjit is experiencing _____.

   A. need recognition
   B. marketing myopia
   C. complex buying behaviour
   D. postpurchase cognitive dissonance

Continued...

6. _____ is a product that consists of activities, benefits, or satisfactions and that is essentially intangible and does not result in the ownership of anything.

   A. Place
   B. Brand
   C. Service
   D. Liability

7. Which of the following refers to consumer products that the customer usually buys frequently, immediately, and with a minimum comparison and buying effort?

   A. Specialty products.
   B. Unsought products.
   C. Exclusive products.
   D. Convenience products.

8. Shamira wants to replace her old washing machine with a new one. In order to get the maximum value for her money, she plans to spend substantial time and effort in gathering information and making product comparisons before making the actual purchase. In this instance, Shamira is planning to buy a(n) _____ product.

   A. capital
   B. material
   C. shopping
   D. intangible

9. Which of the following type of marketing consists of activities undertaken to create, maintain, or change the attitudes of target consumers toward particular people?

   A. Social.
   B. Person.
   C. Organisation.
   D. Corporate image.

10. _____ describes the appearance of the product.

    A. Style
    B. Labels
    C. Design
    D. Packaging

Continued...

11. Which of the following refers to the amount of money charged for a product or service and the only element in the marketing mix that produces revenue?

A. Cost.
B. Debt.
C. Price.
D. Value.

12. Azura Air is an airline company that offers attractive prices to customers with tighter budgets. Being a no-frills airline, it charges for all other additional services, such as baggage handling and in-flight refreshments. Which of the following **BEST** describes Azura Air's pricing method?

A. Penetration pricing.
B. Break-even pricing.
C. Good-value pricing.
D. Target profit pricing.

13. Which of the following is an example of variable cost?

A. Rent.
B. Interest.
C. Raw materials.
D. Executive salaries.

14. All of the following are the benefits of cost-plus pricing **EXCEPT** _____.

A. buyers feel it is fair
B. sellers are certain about costs
C. price competition is minimised
D. ignores demand and competitor prices

15. _____ is when demand hardly changes with a small change in price.

A. Target costing
B. Price elasticity
C. Elastic demand
D. Inelastic demand

16. Which of the following is the specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships?

A. The service mix.
B. The product mix.
C. The marketing mix.
D. The promotion mix.

Continued...

17. Which of the following involves building good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumors, stories, and events?

    A. Public relations.
    B. Digital marketing.
    C. Traditional marketing.
    D. New marketing model.

18. _____ is the personal interaction by the firm's sales force for the purpose of engaging customers, making sales, and building customer relationships. It includes sales presentations and trade shows.

    A. Advertising
    B. Public relations
    C. Personal selling
    D. Sales promotion

19. Which of the following is **NOT** an example of direct and digital marketing?

    A. Catalogs.
    B. Direct mail.
    C. Mobile marketing.
    D. Incentive programs.

20. _____ involves carefully integrating and coordinating the company's many communications channels to deliver a clear, consistent, and compelling message about the company and its products.

    A. Integrated design
    B. Content marketing
    C. Integrated architecture
    D. Integrated marketing communications

Continued...

21.

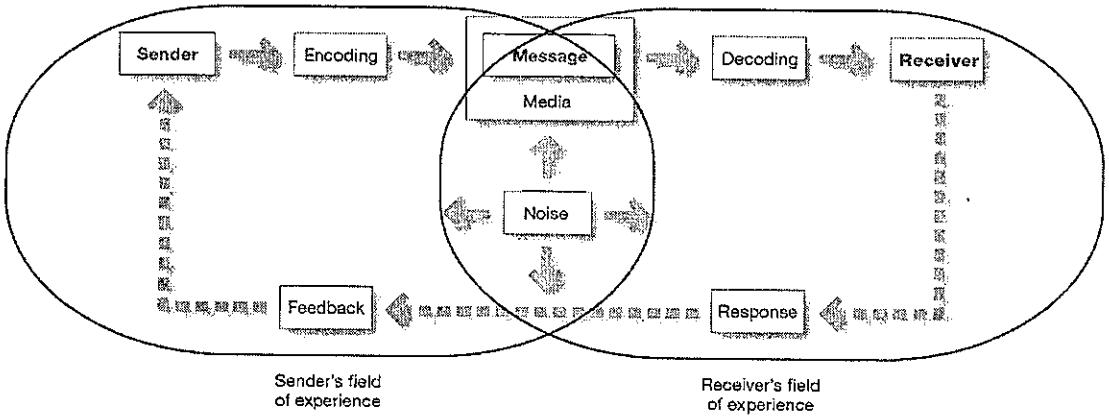

Figure 1

Figure 1 above shows the elements in the communication process. Which of the following refers to the process of putting thought into symbolic form?

A. Feedback.
B. Encoding.
C. Decoding.
D. Receiving.

22. Which of the following terms represents the communication channel that a company uses to move its advertising messages from sender to receiver?

A. Media.
B. Decoder.
C. Feedback loop.
D. Communicator.

23. Arvind is reading a magazine with an advertisement, but due to a loud sound he is distracted from reading the advertisement and is not able to grasp its key points. In the context of the communication process, this unplanned static or distortion is called _____.

A. noise
B. receiver
C. message
D. response

Continued...

24. What is the first step in developing effective marketing communication?

A. Design the message.
B. Identify the target audience.
C. Choose the media to send the message.
D. Select message source and collect feedback.

25. AIDA model can be used for developing an effective message. Which of the following is the **CORRECT** full form for AIDA?

A. Attention, Interest, Desire, and Action.
B. Attention, Interest, Desire, and Appraisal.
C. Attention, Involvement, Desire, and Action.
D. Attention, Involvement, Design, and Action.

26. _____ is socially and environmentally responsible marketing that meets the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs.

A. Consumerism
B. Strategic planning
C. Environmentalism
D. Sustainable marketing

27. Which of the following involves earning profits while helping to save the planet?

A. Market profitability.
B. Sustainable ecology.
C. Corporate marketing.
D. Environmental sustainability.

28. Minimising pollution from production and all environmental impacts throughout the full product life cycle is known as _____.

A. beyond greening
B. product stewardship
C. pollution prevention
D. aesthetic consumerism

Continued...

29. Companies that plan to implement _____ develop innovative sets of environmental skills and capabilities. This involves looking ahead and planning new technologies for competitive advantage.

    A. a sustainability vision
    B. a new clean technology
    C. pollution prevention system
    D. new environmental technology

30. _____ are broad guidelines that everyone in the organisation must follow. It covers distributor relations, advertising standards, customer service, pricing, product development, and general ethical standards.

    A. Corporate value statements
    B. Company vision statements
    C. Company financial statements
    D. Corporate marketing ethics policies

Continued...

SECTION B: Structured Questions (70 Marks)

QUESTION 1

(a) Every organisation has a brand. Brand refers to the name, term, sign, or design or a combination of these that identifies the maker or seller of a product or service. Briefly explain any **THREE (3)** desirable qualities of a brand name. (6 marks)

(b) Describe the **FOUR (4)** key service characteristics a company must consider when designing marketing programs. (8 marks)

(Total: 14 marks)

QUESTION 2

(a) Define the following terms:
- (i) Value-based pricing (2 marks)
- (ii) Cost-based pricing (2 marks)
- (iii) Competition based pricing (2 marks)

(b) State and explain any **FOUR (4)** product mix pricing strategies. (8 marks)

(Total: 14 marks)

QUESTION 3

(a) The selling process consists of several steps that salespeople must master. These steps focus on the goal of getting new customers and obtaining orders from them. Provide the **SEVEN (7)** steps that are involved in the personal selling process. (7 marks)

(b) Define "***sales promotion***". (2 marks)

(c) Provide **THREE (3)** examples of sales promotions for consumer and **TWO (2)** examples of trade promotions. (5 marks)

(Total: 14 marks)

QUESTION 4

(a) Explain the **FOUR (4)** competitor strategies. (8 marks)

(b) Define the following terms:
- (i) Competitive advantages (2 marks)
- (ii) Competitor analysis (2 marks)
- (iii) Competitive marketing strategies (2 marks)

(Total: 14 marks)

Continued...

QUESTION 5

(a) Explain the **THREE (3)** traditional buyer's rights. (6 marks)

(b) Products can be classified according to their degree of immediate consumer satisfaction and long-run consumer benefit. Describe the **FOUR (4)** types of products. (8 marks)

(Total: 14 marks)

End of Paper